

## AN EDITORIAL

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EVERY gainfully occupied person is a salesman. Some sell objects that are produced and that are transportable. The balance sell their services. The selling of articles of trade is a difficult matter at the present time, but the selling of services is even more difficult.

Every salesman is also a purchaser. He purchases services as well as articles of trade. As a purchaser he has a keen eye on values. He will pay a premium for exceptional value even during this period of low valuations. As a salesman he demands all that he can get for his articles and services; as a purchaser he demands exceptional quality and quantity for his money.

Greenkeepers sell a service. It is a deep and wide-spreading service. His purchasers are men and women who buy health, pleasure and recreation wrapped up in a bundle labeled "GOLF." Many other men and women contribute the quantity and quality of the contents of the bundle, but the greenkeeper contributes the professional skill that makes the quality what it is.

The purchasers of the greenkeeper's services are organized; they purchase through a Green committee generally, though in many instances the purchase is made through a club manager or owner of a daily fee course. For our discussion we must consider the committee of primary importance. Unfortunately, committees change from time to time. New customer representatives face the greenkeeper and regardless of the type of service previously rendered, the new committee is prone to investigate the value of the service received.

Many new committees fail to analyze the service rendered by the greenkeeper. His position is of little importance in the minds of the uninitiated committeemen. Many of these committeemen feel that it is economy to supplant the greenkeeper and carry

on with some other type of management. Unless the greenkeeper is lacking in professional skill or honesty, the club represented by such committeemen is heading into trouble.

The facts as stated are nothing new or extraordinary. Every thinking greenkeeper or Green committeeman has followed the same line of thought and arrived at the same conclusion: trouble ahead for the unwary. That is the reason why so many of our brother greenkeepers hold their jobs year after year, regardless of committee changes. There is always, however, the danger of short-sighted individuals becoming committeemen.

Let us assume that 60% of our golfing customers in private clubs are possible future committeemen. The greenkeeper who has made every professional endeavor to present a maximum of service to his purchasers should sell himself to this 60% of his customers. If the men who make up this percentage realize the amount of technical skill and executive ability required of a greenkeeper, they will not be prone to underrate his profession.

Every effort should be made to acquaint the golfing public with the importance of the greenkeeping profession. There are numerous ways that this can be done, but the most effective way is through organized effort. Our National Association of Greenkeepers of America is the proper organization to make the effort. The NATIONAL GREENKEEPER is the medium through which we can express ourselves so that the golfing public may see and hear.

Let every greenkeeper place the N. A. G. A. in ranking importance to his job. Strive to increase our membership. Strive to make our official organ bigger and better. Strive to place that organ in the hands of our customers, so that they may learn the value of what they are receiving.